

➤ Hearing Records ... HR

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WISCONSIN STATE  
LEGISLATURE ...  
PUBLIC HEARING  
COMMITTEE RECORDS

**2007-08**

(session year)

**Senate**

(Assembly, Senate or Joint)

Committee on  
Public Health, Senior  
Issues, Long Term  
Care and Privacy

(SC-PHSILTCP)

(FORM UPDATED: 07/02/2010)

**COMMITTEE NOTICES ...**

➤ Committee Reports ... CR

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➤ Executive Sessions ... ES

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➤ Public Hearings ... PH

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➤ Record of Comm. Proceedings ... RCP

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**INFORMATION COLLECTED BY  
COMMITTEE FOR AND AGAINST  
PROPOSAL ...**

➤ Appointments ... Appt

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Name:

➤ Clearinghouse Rules ... CRule

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➤ Hearing Records ... HR (bills and resolutions)

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➤ Miscellaneous ... Misc

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## Competitive Wisconsin, Inc.

**TO:** Senator Tim Carpenter- *Chairman*  
*and* Members of the Senate Committee on Public Health, Senior Issues, Long  
Term Care and Privacy

**FROM:** John Torinus, Chair  
Competitive Wisconsin, Inc. Health Committee

**SUBJECT:** CWI Support of Senate Resolution 3

**DATE:** 2/20/2007

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On behalf of the Board of Directors of Competitive Wisconsin, Inc. (CWI) I respectfully encourage your **support of Senate Resolution 3; the *Healthy Lifestyles Resolution***.

CWI is a nonpolitical consortium of agriculture, business, education and labor leaders in Wisconsin who work together to focus attention on the state's competitiveness.

CWI's mission is to improve the economic climate of Wisconsin in order to encourage the expansion of existing businesses and enhance the possibility of developing and attracting new business.

The CWI Board of Directors recognizes that unwise lifestyle choices are a significant cause of death and disease in Wisconsin and that both the public and private sectors need to work together to champion and facilitate healthy living for all Wisconsin citizens. To that end, on October 7, 2004 the CWI Board of Directors adopted a resolution (attached) to Promote Healthy Lifestyles.

We look forward to forward to working with the members of the State Senate on implementing a Healthy Lifestyles Agenda for the citizens of Wisconsin.

If you have any questions please do not hesitate to contact me at (262) 335-7276 or Tony Langenohl (staff to the CWI Health Committee) at (608) 258-8411.



**Competitive Wisconsin, Inc.**

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**Resolution to Promote Healthy Lifestyles**

*Whereas*, unwise lifestyle choices are a significant cause of cancer, diabetes, chronic lung disease, hypertension, heart disease, stroke, accidental death & injury, and contribute to the morbidity and disability of numerous other chronic diseases; and

*Whereas*, the combined national costs for the morbidity, mortality and disability of preventable obesity, smoking, substance abuse, and seat belt neglect exceed \$400 billion annually (25% of all health spending); and

*Whereas*, obesity alone has become epidemic in America and in Wisconsin, having doubled in the past twenty years to now affect 31% of the adult population; and

*Whereas*, the cultural shift necessary to reverse these trends and inspire healthy lifestyles will require the broad participation of social leaders, communities and institutions, particularly schools, employers, health professionals, and government; and

*Whereas*, healthy lifestyle choices are implicit in the state's health plan, "Healthiest Wisconsin 2010";

*Now, therefore, be it resolved:*

Competitive Wisconsin, Inc. encourages all employers and employees to develop Healthy Lifestyles programs in their places of work; and

Competitive Wisconsin, Inc. encourages Wisconsin's schools to examine curricula and programming and modify as necessary to incorporate nutritional education, physical education, and healthy living into the education of Wisconsin's children; and

Competitive Wisconsin, Inc. encourages economic incentives to stimulate widespread adoption of such workplace programs; and

Competitive Wisconsin, Inc. further appeals to the State and all private sector interests to encourage Wisconsin's communities, by all practical means, to champion and facilitate healthy living for their citizens.

Adopted October 7, 2004



Testimony on Senate Resolution 3  
Public Health, Senior Issues, Long Term Care and Privacy Committee  
Wednesday February 21, 2007  
Room 330 SW

Chairman Carpenter and Senate Public Health Members,

Thank you for the opportunity to testify today on Senate Resolution 3.

As you all know, individuals and businesses across Wisconsin are concerned with the rising cost of health care and health insurance. The Congressional Budget Office has estimated that by 2016, Americans will spend 1 of every 5 dollars on healthcare costs. As legislators, we have the ability and the duty to resolve our current health care crisis.

There will be many discussions on important proposals on providing affordable, accessible and quality health care and health insurance to Wisconsin families this session. An integral part of an affordable health care equation **needs** to include incentives to decrease health care costs by encouraging healthy lifestyles.

Senate Resolution 3 aims to lower Wisconsin's healthcare costs by encouraging both public and private employers to establish and promote

healthy lifestyle programs, and, if they are able, to provide economic incentives to stimulate the adoption of these types of programs.

One in every five Wisconsin adults is obese and more than half are either overweight or obese. Between 1990 and 2003 the rate of adult obesity nearly doubled from 11% - 21%, leading to other significant health problems such as arthritis and diabetes. Statistics suggest that the annual obesity-related medical expenditures in Wisconsin are estimated at \$1.5 billion – almost half of these costs are born by taxpayers through the Medicare and Medicaid Program.

A way to decrease health care costs and improve quality of life is for Wisconsinites to make better lifestyle choices and for employers to encourage their employees to live healthier lifestyles through good nutrition and exercise.

You will hear more from Dr. Phillips from the Marshfield Clinic in a moment on the Clinic's healthy lifestyles program which is closely tied to research at the Clinic and the Institute of Medicine's Six Aims of a transformed healthcare system. The Clinic formed its Healthy Lifestyles program to work within the medical system and the Marshfield

community to combat obesity and inactivity and is not only present within the Clinic, but has also spread throughout the Marshfield community.

Senate Resolution 3 also echoes a core principle in “Healthiest Wisconsin 2010” developed by the Department of Health and Family Services. This program states that government has a responsibility to establish leadership and facilitate the achievement of the public health mission and vision in Wisconsin and should take responsibility for seeing that the appropriate people and groups comes together to address public health issues.

By passing this Resolution, the legislature can take a proactive and responsible approach to helping to reduce our health care costs and make a healthier Wisconsin.

Thank you for your time and consideration of this issue. I would be happy to answer any questions that you may have.